

Exhibit A

Outside Magazine Mailing List

Outside Magazine is dedicated to covering the people, sports and activities that represent an active and healthy lifestyle.

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SEGMENTS		COUNTS THROUGH 12/31/2020
524,985	TOTAL UNIVERSE / BASE RATE	\$105.00/M
524,985	ACTIVE SUBSCRIBERS (24 MO)	\$110.00/M
232,575	12 MONTH SUBSCRIBERS	+ \$6.00/M
102,872	6 MONTH SUBSCRIBERS	+ \$11.00/M
53,624	3 MONTH SUBSCRIBERS	+ \$16.00/M
20,485	30 DAY SUBSCRIBERS	+ \$21.00/M
21,947	ACTIVE SUBSCRIBERS AT BUSINESS ADDRESS	+ \$16.00/M
173,368	12 MONTH FORMER SUBSCRIBERS	\$70.00/M
	CATALOG RATE	\$85.00/M
	FUNDRAISING RATE	\$75.00/M
	COMPETITIVE SURCHARGE	+ \$25.00/M

DESCRIPTION

Outside Magazine is the world's leading publication dedicated to covering the people, sports and activities that represent an active and healthy lifestyle. Outside Magazine readers are adventurous and love everything outdoors! The magazine continues to introduce the active lifestyle to a wider audience by inspiring people to try new sports, get more fit, eat better, explore new places, live bravely and have more fun. Published 11x/year, each issue brings to focus topics relating to the outdoors as well as articles on health, fitness, gear, travel, tech, culture, best places to live, family, careers and special-interest topics.



With new enhancements now available on Outside Magazine, mailers can target prospective buyers, donors and subscribers with a wide variety of lifestyle and interest categories, age, income, ethnicity, political affiliation, presence of children, and more.

POPULARITY:	100
MARKET:	CONSUMER
CHANNELS:	
SOURCE:	DIRECT MAIL SOLD
PRIVACY:	UNKNOWN
DMA?:	YES - MEMBER
STATUS:	STANDARD PROVIDER
GEO:	USA CANADA
GENDER:	30% FEMALE 70% MALE
SPENDING:	\$24.00 AVERAGE ORDER

SELECTS

1 MONTH HOTLINE	\$21.00/M
12 MONTH SUBSCRIBERS	\$6.00/M
3 MONTH SUBSCRIBERS	\$16.00/M
6 MONTH SUBSCRIBERS	\$11.00/M
CANADIAN	\$15.00/M
CHANGE OF ADDRESS	\$15.00/M
GENDER/SEX	\$8.00/M
PAID	\$11.00/M
SCF/STATE/ZIP	\$8.00/M
SOURCE	\$11.00/M

ADDRESSING

KEY CODING	\$3.00/M
EMAIL	\$59.00/F
FTP	\$59.00/F

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- [NATIONAL PARKS CONSERVATION ASSOCIATION](#)
- [ENVIRONMENTAL DEFENSE FUND](#)
- [ROAD RUNNER SPORTS](#)
- [NOZA ENVIRONMENTAL DONORS](#)
- [RUNNER'S WORLD MASTERFILE](#)
- [NATURAL RESOURCES DEFENSE COUNCIL \(NRDC\)](#)
- [MOUNTAIN GEAR](#)
- [EATING WELL](#)
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